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**WISCONSIN DEPARTMENT OF
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**SECRETARY JACKSON ANNOUNCED TODAY A STATEWIDE
PUBLIC SAFETY AWARENESS CAMPAIGN**

Public listening sessions to be announced throughout the State

Madison, WI – In an effort to improve consumer safety and health, Secretary Jackson (Department of Regulation and Licensing) launched a statewide campaign today to educate consumers about safety and health issues related to hair and nail salons. Public listening sessions will be scheduled throughout the State.

“Every consumer in Wisconsin has the right to receive services in a safe and healthy manner,” Secretary Jackson said. “We are focused on consumer education to carry out our mission of protecting the public. We also want our licensees to have a clear understanding of the rules and our priority of safety and sanitation.”

Barbers and cosmetologists provide a full scope of hair services: cutting, tapering, curling, perming, straightening, and hair removal by waxing. They also perform facials, face and head massage, facial make-up, and manicures.

“It is imperative that the public knows what to look for and how to report concerns about these professions. Knowledge will aid the consumer in making good choices,” said Jeannie M. Bush, Chair of the Barbering and Cosmetology Board.

Unlicensed activity and poor sanitary practices can lead to the transmission of infectious and contagious diseases. In Wisconsin, it is mandatory to clean and disinfect all reusable items between clients. The Department of Regulation and Licensing will step-up routine inspections to ensure compliance with appropriate cleaning and disinfecting guidelines as well as necessary license compliance.

“This initiative is a practical and effective way to help reduce the risk of mycobacteria, staph and other infections by keeping everyone informed of what they should expect in our barber and cosmetology establishments,” said Secretary Jackson.

About The Department of Regulation and Licensing:

The Department of Regulation and Licensing and related professional boards, license and regulate 128 different types of credentials in 57 professional fields. The Department issues over 49,500 new credentials and renews more than 343,000 credential holders each biennium. The agency also provides centralized administrative services to 64 boards, councils, and advisory committees. The Department of Regulation and Licensing protects the citizens of Wisconsin by ensuring the safe and competent practice of licensed professionals through regulation, education, experience, examination, practice standards, and compliance.